

TITAN MACHINERY INC.

Customer Case Study

e-Emphasys Expands US Dealer Footprint With Addition of Titan Machinery

e-Emphasys is pleased that [Titan Machinery Inc.](#), a leading dealer network of full-service agricultural and construction equipment stores, [has chosen the e-Emphasys Dealer Management Platform](#) to provide employees with state-of-the-art capabilities for serving customers and improving operational efficiency. Titan will leverage key components like mobility for sales and support, leading-edge equipment management, advanced inventory management, and fully integrated data analytics to stay closely connected with customers and be more proactive in meeting their equipment needs.

"Regardless of business cycles, our customers are continuously looking for every possible advantage to grow their bottom line. Improving how they operate and manage their equipment has a tremendous impact," stated David Meyer, Titan's CEO. "This means we need to give our Expert Team the best tools available to serve customers and get their work done. e-Emphasys demonstrated to us that their system is built on effective business processes, that they're already taking advantage of the latest technologies, and that they're looking ahead to what's next for equipment dealerships. This means we can use their off-the-shelf capabilities and their experience at over 400 locations, globally, to deploy quickly and serve customers better, while better managing our IT costs."

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Farm and construction equipment continue to evolve to meet the increasing production requirements of farms and jobsites. Precision agriculture, machine control and guidance, and digital and telematics-based product support are mainstream and progressing rapidly. These and other advancements require equipment that is connected, data-driven, and continuously monitored and optimized for the work being done. In turn, equipment dealers must have expertise along with timely and accurate customer and machine information to help things run smoothly, despite the increasing complexity.

"We selected e-Emphasys after conducting a thorough review of available dealer management systems across the areas of functionality, technology, support, viability, vision and cost," said Jeff Bowman, Chief Experience Officer at Titan. "We need a system that is easy to use at each of our 74 U.S. stores, capable of managing our diverse business with little or no customization, and uses the latest digital and data tools to provide our customers with unmatched support. e-Emphasys leads in these areas and is eager to collaborate on new advances in ag and construction systems, so we're excited to establish this new partnership."

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"At e-Emphasys our passion is building lasting partnerships with our customers. We are especially excited about our partnership with Titan Machinery because they are looking to find every advantage for their employees and customers, and quickly," said Milind Bagade, CEO of e-Emphasys. "This will make full use of our highly integrated platform to drive rapid results and support our commitment to further advance field and management solutions that enable equipment industry leadership."

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e-Emphasys Technologies Inc.**

The e-Emphasys Dealer Management Platform incorporates a full suite of dealer management capabilities, including: Advanced and integrated ERP and CRM; mobile sales, field service and inspection applications; machine connectivity through IoT, telematics and RFID; customer portals; business intelligence (BI) and reporting; artificial intelligence (AI) to predict and optimize; integrated industry best practice process templates; and enhanced document management, among others. The end-to-end platform is available on any device, browser or database, and can be deployed in the cloud or on-premise.

TITAN MACHINERY

Power & Precision to Grow®

TITAN MACHINERY

HEADQUARTERED:

Fargo, North Dakota

FOUNDED:

1980

LOCATIONS:

74 locations in the US

EMPLOYEES:

Around 2000

INDUSTRIES:

Agriculture, Construction, Aggregate and Forestry

OEMS:

Case IH, New Holland Agriculture, Case Construction, New Holland Construction, McCloskey International and more